

E-CIGARETTE EDUCATION

Campaign Proposal





Bios of Agency Staff

Sarah Hart has about four years experience in the field of Public Relations. Communications has always been her strong suite, as she graduated from American University with her Bachelor of Science in Public Relations and Strategic Communication and a minor in marketing. She has since followed her dream working for Crenshaw Communications, which is a well-known nonprofit public relation agency. Sarah hopes to build strong relationships through her public and clients with Hart & Company.

Dr. Ariel Mobley has been active in communication practice and urban education since she began her Ph.D. studies at the John Hopkins University. She conducted primary research in urban education. Mobley is an emerging scholar in urban literacy and education with numerous articles, book chapters, and co-edited novels. Mobley is an active board member of several communication organizations, including the Public Relations Society of America where she served as a chapter president in Florida. She currently is a publicist for Hart & Company and writes the weekly news releases for the company.

Michelle Roman has five years of experience in the public relations field. She received her Bachelor's of Science in communication from the University of North Florida then studied abroad and received her Master's in Media Production from the University of Salford in England. Michelle worked for entertainment companies such as AMC Networks for three years and Viacom Networks for two years as a publicist before joining Hart & Company. She now acts as the company's event coordinator.

Erin Walsh has been involved in the public relations field since she graduated. She graduated from the University of North Florida with a Bachelor of Science in communication and a minor in marketing. After graduation, she continued school at the University of Florida with a Master of Arts in mass communication specializing in public relations. During her time in Gainesville, she was the marketing coordinator at the Hippodrome Theatre. She is excited to take everything she had learned and bring it to Hart & Company.

Mayeska Sand has 10 years of experience guiding organizations to communicate more effectively. As a graduate from USC Annenberg School for Communication and Journalism, she received her degree in communication. She later worked as the vice president of media relations

in Atlanta, Georgia for the American Cancer Society. After five years of leadership, she joined Hart & Company as vice president of communication. She brings creative ideas and strategic plans to each and every campaign.

Julia Ponce de Leon has been involved in public relations as well as digital marketing since she graduated with a Bachelor of Science in communication from the University of North Florida. She went on to work for Eberly & Collard in Atlanta, Georgia. Julia then went on to get her Master of Science in public relations and corporate communication from New York University. She then went on to be a senior social media analyst at Vanyer Media in New York City. She now serves as Hart & Company's senior social media analyst and consultant.

Executive Summary

In recent years, vaping and juuling has become a nationwide epidemic among teenagers and young adults. According to the 2018 Florida Youth Tobacco Survey (FYTS), e-cigarette usage among youth between the ages of 11-17 has increased 60.2 percent. Other data found that the number of middle school student usage increased by 42 percent compared to 2017. Hart & Company conducted an online survey and asked teens what makes them enjoy e-cigarettes so much. Respondents claimed the flavors are enjoyable and so is the high, as it helps to relieve stress.

Hart & Company is committed in educating young people about the dangers of vaping. To achieve this, we must target social media platforms because that's where JUUL and other e-cigarette companies market their vaping products. Social media is the core of all the trends among young people, this includes vaping. We believe that with an increase in social media engagement, teens will be more likely to want to promote and live a healthier lifestyle. With this in mind, we introduce the tagline "Stop Juuling Around." The hashtag #StopJuulingAround will be shared all over social media sites to increase engagement and spark curiosity to lead our target audience to learn more about our campaign.

With a budget of \$15,900, our tactics include, using the hashtag #StopJuulingAround on posts related to e-cigarettes or vaping. By doing so, it will bring traffic to Tobacco Free Florida's social media pages. An Instagram giveaway will be held; this is what will help increase engagement with followers and create a buzz about the campaign. Lastly, a video contest will be held on YouTube for the best educational vaping or e-cigarette commercial. YouTube has become a hub for trends among avid social media users. Content creation, like making YouTube videos, is an activity that young people enjoy and will help make the campaign seem more exciting and fun.

Our more traditional style tactics will include: touring targeted high schools in Duval County to hold informational sessions, National Kick Butts Day on March 13, 2020 held at the University of North Florida, is a national day of activism that empowers youth to stand up and speak up about the use of tobacco. However, it will also serve as a space for teens to hang out with their friends and learn more about the effects of vaping. Additionally, we want to make sure teens are informed about Tobacco Free Florida free resources and starter kits to quit vaping.

Social media influencers are the biggest part in this campaign. They are the ones our target audience is looking up to and going to for what's trending and new. We found a certain YouTuber who fits our campaign perfectly. "Mr. McQuitNic" has 1.9k subscribers on YouTube and used to juul, but found ways to quit and informs his followers on the dangers of vaping and encourages them to join the journey of being nicotine free. Teens will be more likely to listen to what Mr. McQuitNic has to say, as he is young himself, and they will connect better with a young influencer since they can relate to him.

Overall, we want to provide a safe space for teens to talk about why they are addicted to juuling without parent shaming, throwing information facts about nicotine in their faces. We want to meet them where they are and try to get them to make better decisions in the future and bring awareness to the fact that e-cigarettes have a long-term effect on their lives.

Hart & Company

Our mission at Hart & Company is to excel in communication, loyalty, and innovation. We strive to focus on professional development to achieve each client's needs. To succeed as a company, we use specific tactics to build and maintain relationships. These tactics include helping our clients express their needs and wants to build a successful company. We hope you trust our abilities here at Hart & Company to fulfill all your desires to grow your business!

Client Background

According to Tobacco Free Florida, Tobacco Free Florida was established in 2007 after Florida voters approved the state constitutional amendment requiring that a portion of the state settlement fund must go towards an effective comprehensive tobacco education and use prevention program. Its overall mission is “working to protect people of Florida from the dangers of tobacco,” and they accomplish just that. Tobacco Free Florida works hard to inform all 67 counties in the state about the dangers surrounding tobacco use.

Tobacco Free Florida informs the public through multiple ways, some including:

- Hard-hitting media campaigns
- Grassroots initiatives
- A youth-led movement called Students Working Against Tobacco (SWAT)
- School-based interventions
- Evidence-based tobacco cessation services

Through Tobacco Free Florida, there has been a substantial decrease in the number of adults and teens who smoke in the state. According to Tobacco Free Florida, since its establishment, 212,000 Floridians have successfully quit tobacco usage with the help of its free tools and services.

The Duval County Tobacco-Free Jacksonville Coalition is dedicated to promoting a tobacco-free atmosphere for Duval County residents. Members of the coalition include the American Cancer Society, American Lung Association, University of North Florida, Baptist Health and Jacksonville Sheriff's Office. Part of the Duval County's mission is to “significantly reduce tobacco use through prevention, education, cessation, and policy promotion. A high priority is placed on the youth because use of tobacco usually starts during adolescence.”

Some major competitors include the American Lung Association, the American Cancer Society and the American Heart Association. Each of these organizations are not directly correlated with anti-smoking like Tobacco Free Florida, but they do have programs to provide others with information on the dangers associated with smoking. This creates competition for donors, volunteers and even information credibility.

Tobacco Free Florida has gathered extensive research and data concerning the recent e-cigarette epidemic. Through the Tobacco Free Florida website, there have been numerous statements posted regarding statistics on e-cigarette usage growth, tips for parents on how to inform their kids about tobacco and a substantial amount of information about JUUL and its dangers.

SWOT Analysis

Strengths

1. Tobacco Free Florida wants to promote healthier lifestyles and educate young people as well as adults on the dangers of e-cigarettes and vaping.
2. TFF has resulted in a significant decrease in adults and teens smoking rates, showing billions of dollars and lives saved.
3. Since TFF was created in 2007, fewer people have started smoking.
4. TFF has teamed up with health care providers to help their patients quit smoking.
5. The Bureau of Tobacco Free Florida supports FDA's action to protect youth against nicotine addiction.
6. TFF offers a two-week starter kit of nicotine replacement patches and a quit guide through its extended Quit Your Own Way program.

Weakness

1. TFF does not receive enough attention through social media outlets such as Instagram, Facebook and Twitter.
2. TFF events aren't drawing enough attention to certain Florida counties, youth and adults.
3. Vaping has increased over the past few years. TFF is having a hard time reaching these psychographics.
4. TFF needs help with campaigning locally before it can gauge its success nationwide.

Opportunity

1. TFF wants to create a healthier lifestyle for adults and teens.
2. Educate young people and adults of the chemicals in vaping, e-cigarettes, and cigarettes.
3. TFF wants to pilot a campaign in Jacksonville to young people and their parents to awareness of smoking.
4. TFF wants to create more media attention.

5. TFF wants to create events and fundraisers.

Threats

1. TFF is competing with e-cigarettes and vaping companies like JUUL, because the use amongst Florida youth has spiked dramatically.
2. TFF is competing with the Kick Butts Day for publicity and donations.
3. Among youth, ages 11-17 in Florida, one in four have tried e-cigarettes.
4. E-cigarettes are getting more popular and publicity through young adults on social media.

Situational Analysis

Preventing tobacco use amongst young people has been a long-standing initiative for Tobacco Free Florida, but in recent years a new class of tobacco products has dominated the tobacco market. These products are called e-cigarettes or can be otherwise known as vaping. e-cigarette companies like JUUL have marketed their products to young and impressionable teenagers as harmless, and because of this, vaping and “juuling” has become socially acceptable for younger users. Tobacco Free Florida is concerned about the increased use of these devices and the possible public health implications of this trend. Studies have shown that nicotine and other cancer causing chemicals, such as formaldehyde, are in many of the e-cigarette vapor formulas. Much controversy still exists regarding the safety and long term effects of these devices. Hart & Company strives to educate young people on the possible dangers of vaping, as well as educate parents on possible health risks of their children.

Secondary Research

Teenagers and young adults have recently been conditioned to believe that vaping and using electronic cigarettes is not equal to smoking a traditional cigarette. However, the U.S. Surgeon General determined that e-cigarettes can contain harmful chemicals, including nicotine, which can be found in regular cigarettes. Companies like JUUL have marketed their products to young and impressionable teens as harmless and something anyone can use. Because of this, vaping and “juuling” has become socially acceptable among youth, to the point where the Food and Drug Administration (FDA) have declared youth e-cigarette usage as an epidemic.

According to the 2018 Florida Youth Tobacco Survey (FYTS), e-cigarette usage among youth between the ages of 11-17 has increased 60.2 percent. Other data found that the number of middle school student usage increased by 42 percent compared to 2017. Young people using nicotine products is a serious health risk. Brain development during adolescence continues until early to mid-20s, nicotine consumption can affect the development and disrupt brain circuits and become cancerous.

The FDA, as well as many other organizations, have been trying to fight against this epidemic in many different ways. FDA Commissioner Scott Gottlieb conducted an undercover, nationwide effort in April 2018 to try and stop the sale of e-cigarette products from companies like JUUL to minors. The American Academy of Pediatrics (AAP) has provided a fact sheet for healthcare providers and parents. Our campaign will focus on targeting youths directly and inform them on the dangers of using e-cigarettes. It is important for these young people to know that vaping is not a substitute for cigarettes, many teens who start out vaping are more likely to then switch to regular cigarettes because of the addiction.

Despite JUUL claiming it is a healthier alternative to smoking and that it does not target teens and young adults; in December 2018, JUUL was purchased by Altria, which is a parent company to Philip Morris USA — one of the world’s largest tobacco companies. Past campaigns by JUUL also prove that they have been targeting a young and impressionable audience with the use of social media influence.

Primary Research

Key Interview

The 17-year-old male we interviewed over the phone wanted his identity to remain anonymous. He started smoking e-cigarettes when he was 12- years-old. One of his friends had an older brother that started smoking e-cigarettes at home at the time, and his friend invited him over to his house to try it out. He told Hart & Company that he remembers feeling anxious and pressured to do it because his friend really wanted him to try it out. But now he's been vaping ever since.

He believes he enjoys e-cigarettes because there is a wide variety of flavors for anyone to enjoy from mint to "unicorn puke," and there are so many options it's like going to the store for candy. You get to pick and choose what you have a taste for. He said it's relatively easy for someone underage to get e-cigarettes. You can get a friend or family member to buy them for you or go online to purchase vapor. He understands the health effects, but continues to vape because it's something that helps him cope with stress.

He believes that e-cigarette companies use social media for marketing. There are social influencers like Donny Smokes and Dash Drips who do smoking tricks and tell you about new flavors and vape mods on YouTube. Most of the young teens and kids are on social media, and if they see something that's different or unique, they gravitate towards it even if they don't know all the facts or details about it. Vaping companies don't have to pay teens to market their product when they have social influencers to do the job for them because they already have a large following of young teens and kids.

Survey

The Hart & Company conducted an online survey using Survey Monkey to gauge how youth are getting access to e-cigarettes, does vaping pose any potential health risk for them, and why do they enjoy vaping so much. Additionally, we had 38 individuals take our online survey on e-cigarettes. Each had to specify their gender, age, and demographic background.

When asked about whether compared to cigarette smoking, using electronic vapor products is either less harmful, more harmful, equally harmful, 44 percent of respondents believed that electronic vapor products were equally harmful. Forty-four percent of respondents thought that electronic vapor products were less harmful. Twelve percent of respondents thought that electronic vapor products were more harmful. This shows us that many individuals aren't sure whether e-cigarettes are truly harmful to their overall health. Young people think vaping is mostly harmless. The issue is that young teens aren't aware that e-cigarettes are still dangerous it's just the industry has presented vaping as a healthier alternative for cigarettes even though there are fewer chemicals present in e-cigarettes. However, vape liquid still contains nicotine, which is a highly addictive drug.

When you use an electronic vapor products, is it usually flavored? (for example: mango, cherry, or bubblegum)

- 30 percent of respondents use flavored vapor products. 10 percent of respondents don't use any flavored vapor products.

During the past 30 days, on how many days did you use an electronic vapor product?

- 7 percent respondents used e-cigarettes for one or two days. 5 percent used e-cigarettes for three to five days. 2 percent used e-cigarettes for six to nine days. 76 percent of respondents didn't use e-cigarettes at all.

Do you think using e-cigarettes products are harmful to your health?

- 97 percent of respondents believe that e-cigarettes are harmful to your health. 3 percent of respondents believe that e-cigarettes are not harmful to your health.

The feedback we received from the last question that asked respondents what makes them enjoy e-cigarettes so much? One respondent's answer said the following, "I don't use them all the time, but when I do it's enjoyable because of the flavor and the nicotine high. Additionally, another respondent's answer said she likes to vape because it helps her alleviate stress and they indulge in vaping while they are drinking, and the respondent believed that e-cigarettes are harmful to your health.

Audience Analysis

Tobacco Free Florida's target audience is young people and adults in Jacksonville, Florida. Duval County, Florida's population is 926,255 with a median age of about 36. The median household income for Duval is \$51,980 and approximately 14.4% of the population lives below the poverty line. According to The U.S. Census, about 23.1 percent of Duval County is youth, 18 years or younger. Our secondary target audience is adults in this area. About 89.4 percent of adults from 2013-2017, 25 years or older have high school degrees or higher. Only 28.7 percent of adults 25 years or older have a bachelor's degree or higher. Data.USA says that the smoking prevalence for Duval County for adults is 17.1 percent in 2017.

American Lung Association says, there will be more than 18,710 people in Florida diagnosed with lung cancer and 11,760 will succumb to the deadly disease in 2018. Use of electronic cigarettes spiked almost 80 percent among high school students and 50 percent among middle school students in the past year alone. 3.6 million teens reported current e-cigarette use in 2018, according to new national survey data from the CDC. Youth tobacco use remains a serious problem in Duval County. Findings from the 2018 Florida Youth Tobacco Survey suggest that 33 percent of youth ages 11–17 in our county has used a tobacco product. E-cigarettes are the most commonly used tobacco product; Approximately 25 percent of youth have tried vaping. Young people who do not use tobacco are impacted, as well. Nearly half of youth report being exposed to secondhand smoke from cigarettes or from vapes.

The U.S. Census stated that about 87.3 percent of Jacksonville households have access to computers. 78 percent of households have a broadband internet subscription. According to the Pew Research Center, YouTube, Snapchat, and Instagram are the most popular online platforms among teens. 95 percent of teens have access to a smartphone and 45 percent say they are online almost constantly. According to Common Sense Media, teens spend an average of nine hours a day online, compared to about six hours for those aged eight to 12.

Campaign Goal

Hart & Company's campaign goal is to educate young people on the dangers of vaping by increasing awareness through programming events and social media.

Campaign Tagline: "Stop Juuling Around"

Hart & Company will focus on the tagline "Stop Juuling Around." We will create the hashtag #StopJuulingAround and share it all over social media sites to increase engagement and spark curiosity to lead our target audience to learn more about our campaign.

Objectives, Strategies, and Tactics

Objective One: To increase social media engagement for Tobacco Free Florida by 15 percent on platforms such as, YouTube, Instagram, and Snapchat by March 31st, 2020.

Strategy: Today, social media can be reached by all different types of devices, such as smartphones, tablets and laptops. Research shows that young adults spend on average 9 hours a day online. By focusing on these media outlets, we can reach our target audience on their most used apps.

Tactic One: In effort to increase engagement, use the hashtag #StopJuulingAround on posts related to e-cigarettes or vaping. By using this hashtag on all social media outlets, our organization will gain recognition and get people interested in our mission and motives.

Tactic Two: In order to get social media engagement, an Instagram giveaway will be held. Tobacco Free Florida will post a picture directing the contestant to follow Students Working Against Tobacco. In order to win the contest, they must be following TFF and SWAT and tag friends in the comments. One comment equals one entry. They can double your entries by sharing it on your Instagram story and reposting it on your page. There will be 20 winners selected who will get sent a t-shirt, phone wallet, and a TFF sticker. The person who has the most entries will receive all the accessories plus a \$50 visa gift card.

Tactic Three: A video contest will be held on YouTube for the best educational vaping or e-cigarette commercial. Contestants will have five minutes to create an informative or inspiring commercial on the dangers of e-cigarettes. The first-place winner will be featured on TFF website, Instagram, YouTube and Twitter and will receive a grand prize of \$1,000 cash. The second-place winner will receive \$500 cash, and third place receives \$50 dollar visa gift card. We can have teens upload short previews of their commercial on Instagram, and then have them add the link for their full video via YouTube.

Objective Two: To educate and raise awareness by 5 percent to our target audience of the health risks and dangers of e-cigarettes, by March 31st, 2020.

Strategy: Creating awareness is very important to our overall campaign. Without being educated in the dangers of e-cigarettes, young adults will not know what they are putting into their body. Creating educational outlets will inform young adults about the health risks of e-cigarettes and vaping.

Tactic One: In order to educate, there will be an event held at the University of North Florida on The Green, on March 13 to celebrate National Kick Butts Day. This is a national day of activism that empowers youth to stand up and speak up about the use of tobacco. There will also be

volunteers talking about their experiences and current health issues regarding the heavy use of tobacco. Testimonies are a great way to inform young adults and parents in the real-life effects of tobacco.

Tactic Two: TFF has teamed up with SWAT to go around targeting the largest high schools in Duval Court, such as Duncan U. Fletcher High School, Sandalwood High School and Mandarin to talk about the effects of tobacco to younger adults. There will be informational flyers and freebies such as pens, snacks, and key chains that will encourage these young adults to ask questions regarding tobacco use.

Tactic Three: Alongside these events there will be a simple experiment demonstrating the harmful effects of vaping. There will be a visual showing the equivalence of smoking Juul pods compared to cigarettes. The visual will have packs of cigarettes and juuls pods to see how many juul pods equal a pack of cigarettes.

Objective Three: To decrease the number of young people and adults using e-cigarettes by 7 percent by March 31st, 2020.

Strategy: Young adults are using electronic cigarettes, such as juuls more than ever now. Based on research from the Center of Disease Control and Prevention, in 2018 nearly 3.6 million teens reported use of e-cigarettes.

Tactic One: In effort to decrease the number of young people and adults smoking, TFF will be making its free Starter Kits to stop smoking more accessible to the target audience. These kits will be located at the targeted Duval County High Schools. young adults.

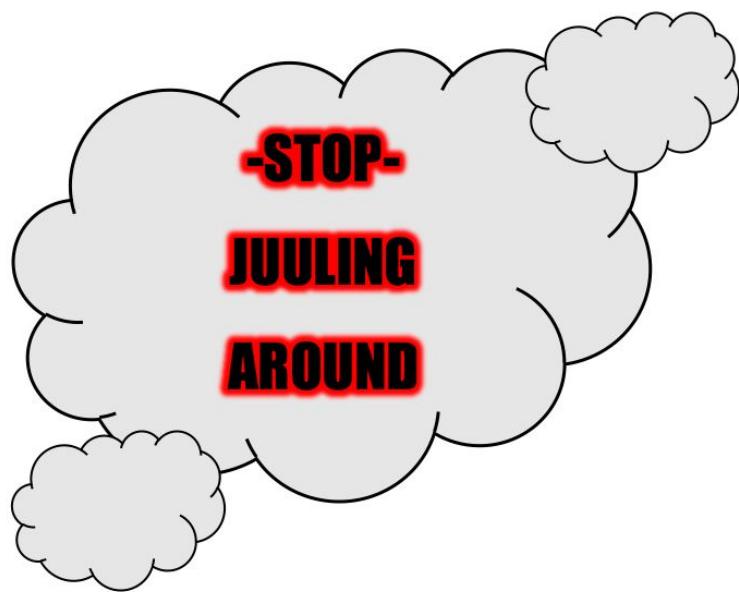
Tactic Two: Celebrities and social media influencers have a lot of impact on teens and young adults to quit juuling. A social media influencer named Mr. McQuitNic on YouTube promotes quitting tobacco usage. He will promote our free tools and resources on our webpage that help teens quit juuling, and he will tell his 1.9k subscribers to follow Tobacco Free Florida on YouTube.

Creative Element

Hart & Company will focus on the tagline “Stop Juuling Around.” We will create the hashtag #StopJuulingAround and share it all over social media sites to increase engagement and spark curiosity to lead our audience to learn more about our campaign.

Younger target audiences tend to appreciate humorous and witty appeals. Our tagline is a play on words from “stop fooling around,” to focus on our specific situation at hand. Our audiences will be able to make the connection with its original meaning to the new one and be able to relate with it more.

We created this logo design to distinguish us from other competitors. The clouds were chosen to associate with clouds of smoke. The bold, red lettering is eye-catching, so audiences will be sure to look at the logo.



Calendar

AUGUST 2019

August 1st - Contact DCPS to plan a day to discuss to meet with the superintendent about our campaign and conducting information sessions at specific schools.

August 2nd- Make sure all rules for Instagram giveaway are clear and ready to be posted in September.

August 8th- Meet with Superintendent Dr. Diana Greene to get permission to go to three of Jacksonville's largest high schools for information session on vaping.

August 12th – Campaign Begins

August 20th – Meet with Lenny Curry to discuss implementation of FDA investigations and requiring all individuals to provide a second form of ID to purchase vaping products.

SEPTEMBER

September 3rd – FDA investigations in Jacksonville begin and stricter identification requirements are mandatory in Jacksonville if individuals want to purchase vaping products.

September 12th – Save our spot on the green at UNF for Kick Butts Day.

September 13th- Prepare information needed to launch #stopjuulingaround giveaway including the rules and prizes that winner could get.

OCTOBER

October 1st – Get permission to be able to provide doctor offices with free starter kits to get teens to quit vaping.

October 2nd – Partner with Mr. McQuitNic on YouTube to promote teens and young adults to quit juuling.

October 15th – First information session which will be held at Sandalwood High School.

October 16th – Second information session will be held at Duncan U. Fletcher High School

October 17th –Third information session will be held at Mandarin High School.

October 28th - Launch the Instagram giveaway. Applicants can start to upload their videos using the #stopjuulingaround hashtag on Instagram.

- Promote every day on social media about Kick Butts Day and #stopjuulingaround giveaway on Instagram

NOVEMBER

November 1st – 8th Read feedback post from information sessions

November 13th Confirm venue for Kick Butts Day and items needed for event.

November 19th Repost new commercials from Instagram giveaway to Instagram page.

- Promote every day on social media about Kick Butts Day and #stopjuulingaround giveaway on Instagram

DECEMBER

- Promote every day on social media about Kick Butts Day and #stopjuulingaround giveaway on Instagram.

JANUARY

January 30th - Announce winners of #StopJuulingAround giveaway

FEBRUARY

February 1st – Post winners of #stopjuulingaround to Instagram page

February 14th – Send winner's prize on Valentine's Day for a special touch.

- Promote every day on social media about Kick Butts Day and #stopjuulingaround giveaway on Instagram.

February 20th- Mr. McquitNic will stop promoting us on his social media.

MARCH

March 13th - Kick Butts Day at UNF

March 19th – Evaluate Feedback from Kick Butt Day Event

March 20th- 29th - Evaluate overall campaign objectives and goals to see if we met them.

March 31st – Campaign Ends

Suggested Budget

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
20	T-shirts	\$14	\$280
20	Phone wallet	\$2	\$40
20	TFF Stickers	\$1	\$20
2	\$50 Visa Gift card + activation fee	\$55	\$110
N/A	Cash Prizes \$1500	\$1500	\$1500
500	Flyers	\$0.50	\$250
250	Pens	\$1	\$250
250	Key chains	\$2	\$500
300	Snacks from Publix	donated	donated
450	Starter kits	\$12	\$5,400
N/A	Mr. McQuitNic	donated	donated
N/A	Venues for Kick butt's days – UNF Green	Free	Free
1	Tent and tables	\$400	\$400
N/A	Juul Board Visual	\$50	\$50
N/A	Social Media Blast CPC	N/A	\$3,000
N/A	Food Truck for Kick Butts Days	N/A	\$600

Agency fee	\$3500
TOTAL DUE	\$15,900

Evaluation

Objective One: To increase social media engagement for Tobacco Free Florida by 15 percent on platforms such as, YouTube, Instagram, and Snapchat by March 31st.

Tactic One: We will measure social media engagement on Instagram through built-in insights. Using the hashtag #StopJuulingAround, we will monitor data from Instagram posts including our target audience and impressions.

Tactic Two: We will evaluate the number of new followers on our Instagram account after the giveaway is complete.

Tactic Three: We will look at our initial number of followers, subscribers, and comments on YouTube and Instagram, and analyze if the numbers have increased by the end of the campaign.

Objective Two: To educate and raise awareness by 5 percent to our target audience of the health risks and dangers of e-cigarettes by March 31st.

Tactic One: We will count the number of participants for National Kick Butts Day. Participants will sign a mandatory attendance sheet during check-in. The attendance sheet will have their name and high school they attend.

Tactic Two: We will distribute a post event feedback survey to each student that attends the information session. Students who complete the survey will be able to get freebies such as pens, snacks, and key chains.

Tactic Three: We will survey how many teens knew about the harmful effects of vaping at one of the activities for Kick Butts Day, and then make sure they are aware that if they are struggling with quitting vaping. TFF offers a two-week free starter kit to help quit juuling.

Objective Three: To decrease the number of young people and adults using e-cigarettes by 7 percent by March 31st.

Tactic One: We will make sure to keep track of the amount of free starter kits we give out to high school clinics. We will provide 150 starter kits to each school that we are targeting. We will have weekly check ins to take inventory on starter kits that have been taken.

Tactic Two: We will measure the effectiveness of our social media influencer named Mr. McQuitNic as he will be promoting his subscribers and viewers to follow our YouTube account and he will promote our free tools and resources on our main web page to help stop teens from vaping. We will use YouTube analytics to measure subscriber and viewer growth on our YouTube channel, and then measure Google analytics for the amount of sign ups from our web services.

Conclusion

Hart & Company wants to thank you for the opportunity to help Tobacco Free Florida educate young people and their parents on the possible dangers of e-cigarettes. The tactics we proposed for targeting the youth by social media are a key part in making this campaign especially successful. With the amount of exposure and activity young people use social media, it is important to reach them through these means. We also have multiple opportunities for teens to freely talk about vaping and e-cigarettes without the judgement. We are also confident in the informational sessions and Kick Butts Day will create a more casual setting to learn more about the hazards which come from e-cigarettes.

It is our goal to provide a safe space for teens to talk about why they are addicted to juuling free of judgement, but with easily accessible resources for information and help. We want to meet them where they are most comfortable, help them make better decisions in the future and bring awareness to the fact that e-cigarettes have a long-term effect on your life.

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